



Region II

Applicant: Northeast Michigan Consortium

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Partners: Northeast Michigan Consortium

Counties Included: Alcona, Alpena, Cheboygan, Crawford, Montmorency, Presque Isle, Oscoda and Otsego

Regional Highlights:

The Region 11 area has a scattered population and a very diverse economy with tourism, natural resource production, and some light industry being the leading sectors. The Northeast Michigan Consortium will engage the community stakeholders in the eight counties it covers to develop a shared set of strategies to address the regional workforce goals and priorities. None of the counties in this region are in an area covered by the WIRED Grant, so those activities are not part of the planning process for the region.

Business Services Matrix

The Northeast Michigan Consortium will conduct a series of meetings with the key stakeholders of the region to identify and create a matrix of organizations providing business services in the area. This organizational matrix will be used to determine the most appropriate structure for the cross-training sessions for individuals making contacts with local employers. The cross-training sessions will educate those who have direct contact with the business community on a wide array of services available to businesses.

Resource Mapping

A resource table and associated map will be prepared to assess the status of the local workforce and economy and to determine if any gaps or misalignments exist. The Northeast Consortium also plans on developing a web-based contact tracking system to allow partner organizations to identify when businesses were visited and what information and/or services may be appropriate for them.

The matrix of services, cross-training sessions, and web-based tracking system, along with the area's recent experiences from the closure of the Georgia-Pacific plant in Gaylord will be utilized in revising the region's Rapid Response strategy. All of the area's approaches for an ongoing dialog with local businesses and the subsequently increased awareness of available services will be a significant component of the layoff aversion strategy.